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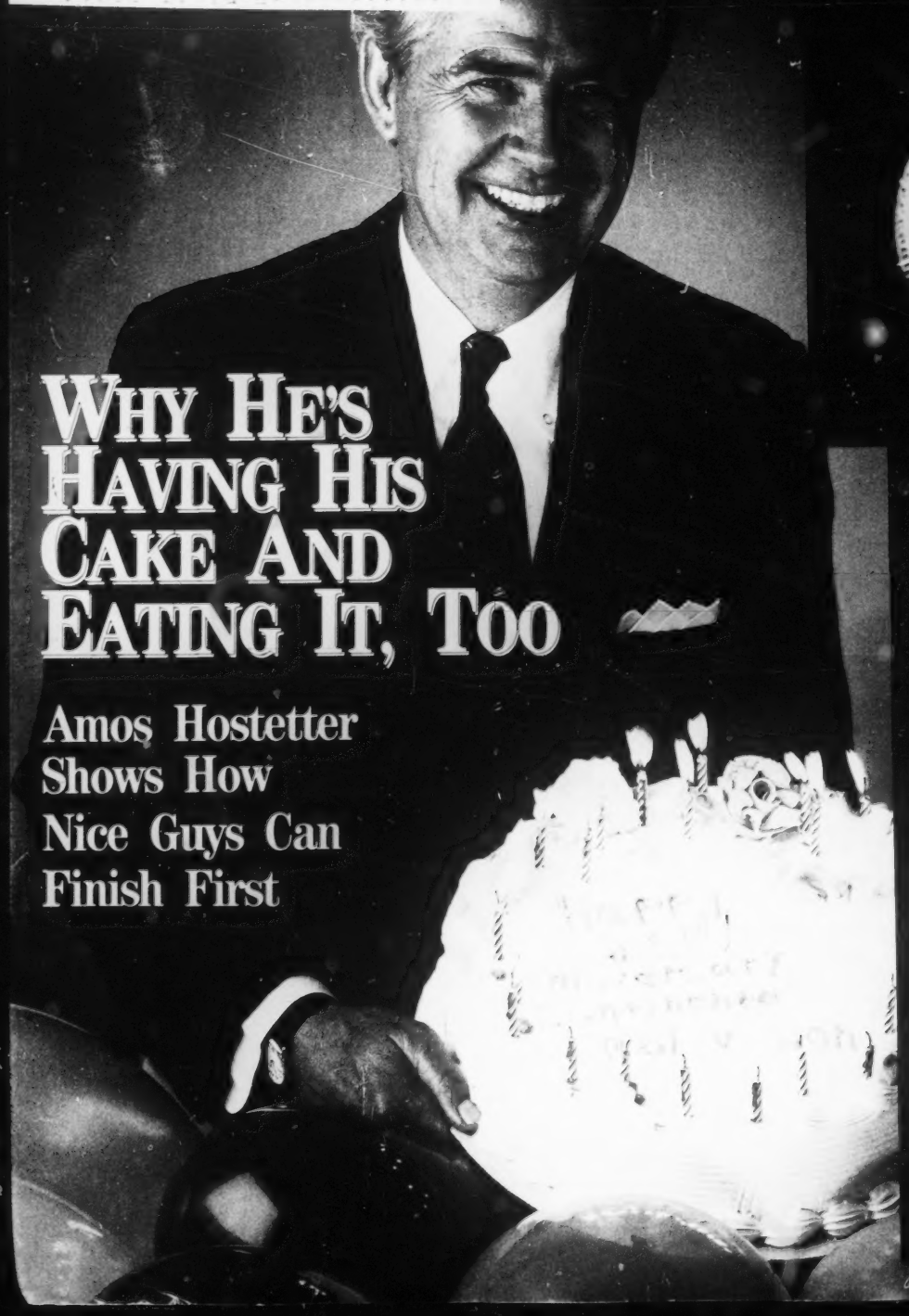
INFORMATION AND ANALYSIS FOR CABLE TELEVISION MANAGEMENT

APRIL 24, 1989



WHY HE'S HAVING HIS CAKE AND EATING IT, TOO

Amos Hostetter Shows How Nice Guys Can Finish First

PULLOUT SECTION: FIBER OPTICS HANDBOOK

TURNER, TCI PLAN NEW SPORTS CHANNEL

MID-SIZE MSO'S ORGANIZE OWN GROUP

CALCULATING VALUE IN CONTIGUOUS BUYS

CableVision

INFORMATION AND ANALYSIS FOR CABLE TELEVISION MANAGEMENT APRIL 24, 1989

INFORMATION

Turner, TCI round up games for new channel. 8
The scramble is on to find enough professional and collegiate sporting events to fill up a new Southeast regional cable channel.

Reshuffling the deck at the FCC. 12
Insiders are betting on Al Sikes, head of the NTIA, as the new FCC chairman, and his stand on the cable/telco issue could be important.

Mid-size MSOs form their own group. 16
Many mid-size MSOs are confronted with unique problems, and the heads of those companies have formed the Cable Entrepreneurs Group to talk things over.

ANALYSIS

Does artistic freedom make cable different? 30
The supposed willingness of cable networks to explore new subjects is its distinctive mark. But is it really different from the networks?

Sharing the lessons from 25 years in business. 43
In our cover story, industry leaders talk about Amos Hostetter, and then we listen as he shares an insight gained from 25 years in the business.

Fiber optics handbook. 47
Pull out and save this cable manager's guide to the basics of fiber optic technology and the issues surrounding its use in system networks.

Computing value in contiguous acquisitions. 106
While many MSOs shun big-ticket acquisitions of whole companies, many remain willing to pay a premium for contiguous systems in high-growth areas.

Grappling with the new uses of fiber in system architecture

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The CABLE POLL

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88 percent of large systems selling ads

28

COVER PHOTOGRAPH

The industry joins Amos Hostetter in celebrating Continental's silver anniversary

Photo by Lou Manna

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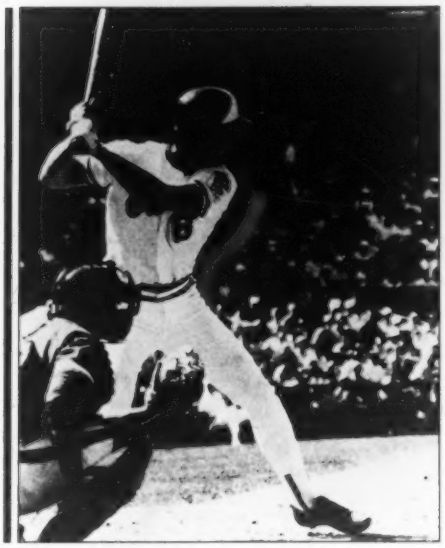
Home Team Sports becoming a contender

Sports fans love winners; just look at any ratings for confirmation. The lackluster 1988 Baltimore Orioles were no exception. The team lost its first 21 games last season, setting a major league record, and never recovered the rest of the season. But this has had little if any effect on Home Team Sports, the Washington, D.C.-based regional sports service that this season will carry 65 Oriole home games. Bolstered by new awareness by advertisers and its continued top-flight production qualities, HTS' health is improving.

The Orioles streak itself was a positive. "It was the best part of the year," says Bill Brown, producer of HTS's baseball broadcasts. "The world was following the Orioles. The interest was so great it was like we were in a pennant race."

Although the notoriety wore off, neither the Orioles' ratings nor advertising sales suffered much, says Jeff Wagner, HTS director of marketing and sales. The team is in a similar situation with the Cincinnati Reds, St. Louis Cardinals, Detroit Tigers and Kansas City Royals, where smaller-market teams attract viewers no matter what their won-loss record. "In the summertime, people always watch the Orioles. They always have; they always will," says Wagner. Although Orioles ratings softened somewhat last year, Wagner says, average numbers were still in the 20-30 range for its 300,000 pay universe in its core Baltimore-Washington area. It has one million subs as a basic channel outside its core market.



HTS covers the Baltimore Orioles from every angle—even the concession stands.

In spite of the team's performance last season, this year, Wagner says, total ad dollars have climbed 10 percent. "We've grown and become more credible," he says, especially with ad agencies in the Baltimore-Washington area.

For a number of years Home Team Sports has been given high marks by sports production experts for its baseball telecasts. It was the first to employ a high left field camera showing the trajectory of a baseball in flight, a technique picked up by the broadcast networks. Instead of the usual four cameras, HTS uses eight. HTS has four replay machines, while most productions only use two.

Wagner says HTS also helps the advertiser with clutter. A baseball game typically contains 55 to 65 spots; HTS runs around 36 announcements. Instead of two minutes of commercials at the end of an inning, HTS only uses 90 seconds.

Between innings there are no commercials at all. HTS hosts roam Memorial Stadium looking for the unusual, like hanging out at tailgate parties or watching concessionaires change beer barrels. "We had (HTS hosts) cook hotdogs in concessions stands. We've had them rub up baseballs with the umpires. We've had them talking with batboys," says Brown. Highlights from other games are also featured. "We show the viewer that we are not concerned with commercials, we are more concerned with bringing them an entertaining telecast."

"It's terrific stuff," says Phil Mushnick, *New York Post* sports television columnist.

—Wayne Friedman

Top Basic Cable Sports Programs
April 3 - April 9

	Date	Net	Program	Rating	Homes
1.	Apr. 9	ESPN	Nascar: Valleydale 500	3.5	1,800,000
2.	Apr. 6	WTBS	Baseball: Braves-Astros	3.2	1,504,000
3.	Apr. 7	WTBS	Baseball: Braves-Dodgers	3.1	1,489,000
4.	Apr. 9	WTBS	Baseball: Braves-Dodgers	3.0	1,486,000
5.	Apr. 7	USA	Golf: The Masters (4 PM)	2.9	1,372,000
6.	Apr. 4	WTBS	Baseball: Braves-Astros	2.6	1,258,000
7.	Apr. 5	WTBS	Baseball: Braves-Astros	2.4	1,162,000
8.	Apr. 3	ESPN	Final Four Special	2.2	1,100,000
9.	Apr. 4	ESPN	Top Rank Boxing: Espinoza-Garcia	2.0	1,010,000
10.	Apr. 7	USA	Golf: The Masters (repeat, 9 PM)	2.0	940,000

88% of large systems active in ad sales

The CABLE POLL
©Midwest CATV & CableVision Magazine

An eye-opening 88 percent of all cable systems with more than 50,000 subscribers now are involved in selling local advertising, and 54 percent of those systems sell the time themselves, as opposed to contracting with an outside company, according to the ©Cable Poll. Overall, 60 percent of all systems, regardless of size, sell local avails, and of those which don't, roughly half say they would but for technological limitations.

But while the data indicate that local ad sales initiatives have become pervasive in the cable industry, selling most of the inventory remains a challenge. Only 39 percent of the 50,000-plus subscriber systems say they sell two-thirds or more of their avails; 38 percent of systems serving between 10,000 and 50,000 subscribers say they sell that much of their inventories, and only one in five systems with less than 10,000 subscribers say they sell two-thirds of their avails.

Overall, the data indicate that 34 percent of all cable systems sell a third of their local advertising inventories, 22 percent say they sell half of their time, and 30 percent say they sell two-thirds or more of the inventory.

The ©Cable Poll, launched this month, is conducted for Midwest CATV and *CableVision* magazine by Ryan/Samples Research Inc. Telephone interviews were conducted March 13-23 with a random sample of 400 system management personnel obtained from the CableFile Research data base. ©Cable Poll researchers are 95 percent confident that the results are accurate within plus or minus 4.9 percentage points.

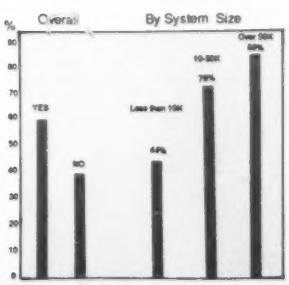
Of the systems that aren't selling local ads, 48 percent said it was because they are technically incapable of insertions, while 27 percent said it was because they had concluded that local ad sales would not be profitable. Equipment and personnel costs aside, another 20 percent of those systems not selling local ads said it was because there was no market for it in their area.

Car dealers and department stores were identified by respondents as the advertising categories showing the most promise, with the larger systems targeting the car dealers and the smaller systems seeing greater revenue potential from retail.

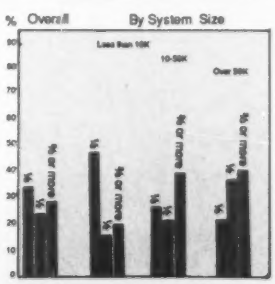
Among systems with more than 50,000 subscribers, 64 percent said car dealers are most likely to buy local cable advertising, while 18 percent said department stores are. At the other end of the scale, cable systems with less than 10,000 subscribers believe department stores show the most promise for advertising sales

Other topics to be addressed by the ©Cable Poll include marketing, pay-per-view, and cable/telco relationships.

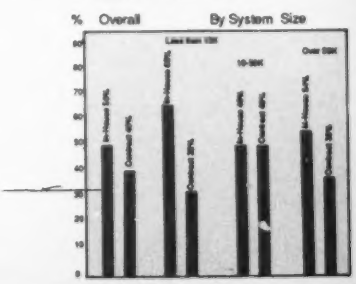
Do you sell local advertising?



Do you sell about one-third, about half, or two-thirds or more of your inventory?



Do you sell local ads yourself or do you contract with someone?



PROGRAMMING

Pay-Per-View Supply Chart

April

	Source
Betrayed MPAA Rating: R Running Time: 94 mins. Cast: Tom Berenger, Debra Winger, John Heard	MGM/UA
The Big Blue MPAA Rating: PG Running Time: 119 mins. Cast: Rosanna Arquette, Griffin Dunne, Paul Shenar	Weintraub
Big Business MPAA Rating: PG Running Time: 98 mins. Cast: Bette Midler, Lily Tomlin, Fred Ward	Disney TV
Clean & Sober MPAA Rating: R Running Time: 125 mins. Cast: Michael Keaton, Kathy Baker, Morgan Freeman	Warner Bros.
Feds MPAA Rating: PG-13 Running Time: 83 mins. Cast: Rebecca DeMornay, Mary Gross	Warner Bros.
Gatorbait II MPAA Rating: R Running Time: 95 mins. Cast: Jan MacKenzie, Tray Loren	Paramount
Imagine: John Lennon MPAA Rating: R Running Time: 106 mins.	Warner Bros.
Iron Eagle II MPAA Rating: PG Running Time: 101 mins. Cast: Lou Gossett Jr., Stuart Margolin, Mark Humphrey	Columbia
Kansas MPAA Rating: R Running Time: 111 mins. Cast: Matt Dillon, Andrew McCarthy, Leslie Hope, Brent Jennings	HBO
The Lonely Passion Of Judith Hearne MPAA Rating: R Running Time: 120 mins. Cast: Maggie Smith, Bob Hoskins, Wendy Hiller	Island
Lawless Land MPAA Rating: R Running Time: 80 mins.	MGM/UA
Married To The Mob MPAA Rating: R Running Time: 104 mins. Cast: Michelle Pfeiffer, Matthew Modine, Dean Stockwell, Mercedes Ruehl	Orion
The Metal Years MPAA Rating: R Running Time: 94 mins. Cast: Aerosmith, Alice Cooper, Kiss, Ozzy Osbourne	Avalon
Moon Over Parador MPAA Rating: PG-13 Running Time: 104 mins. Cast: Richard Dreyfuss, Raul Julia, Sonia Braga	Universal
Mr. North MPAA Rating: PG Running Time: 91 mins. Cast: Robert Mitchum, Anthony Edwards, Lauren Bacall, Anjelica Huston	Sam Goldwyn
Picasso Trigger MPAA Rating: R Running Time: 99 mins. Cast: Steve Bond, Dona Spier	Warner Bros.
Pound Puppies & The Legend Of Big Paw MPAA Rating: G Running Time: 76 mins. Cast: George Rose, Ruth Buzzi, Nancy Cartwright	Orbis
Punchline MPAA Rating: R Running Time: 123 mins. Cast: Sally Field, Tom Hanks	Columbia
U2 Rattle & Hum MPAA Rating: PG-13 Running Time: 95 mins. Cast: U2, John Lithgow	Paramount

May

	Source
Big MPAA Rating: PG Running Time: 105 mins. Cast: Tom Hanks, Elizabeth Perkins, Robert Loggia	20th Century-Fox
Child's Play MPAA Rating: R Running Time: 87 mins. Cast: Catherine Hicks, Chris Saradon	MGM/UA
Cocktail MPAA Rating: R Running Time: 104 mins. Cast: Tom Cruise, Bryan Brown, Elisabeth Shue	Disney TV
Crocodile Dundee II MPAA Rating: PG Running Time: 112 mins. Cast: Paul Hogan, Linda Kozlowski	Paramount
Crossing Delancey MPAA Rating: PG Running Time: 97 mins. Cast: Amy Irving, Peter Riegart, Reizl Bozyk	Warner Bros.
Gorillas In The Mist MPAA Rating: PG-13 Running Time: 130 mins. Cast: Sigourney Weaver, Bryan Brown, Julie Harris	Universal
Miles From Home MPAA Rating: R Running Time: 113 mins. Cast: Richard Gere, John Malkovich, Kevin Anderson	Sage

Note: Running times are approximate.
NR indicates film not rated by MPAA.
* Unavailable at presstime.

Film information provided to *Cablevision* by distributors.

Pay-Per-View Services Profile

	LAUNCH	DELIVERY	ENCRYPTION	PROGRAMMING	ADDRESSABLE SUBSCRIBERS
Cable Video Store	April 1, 1986	Galaxy III, tr.5	VideoCipher II	Movies, how-to's, special events.	600,000
Playboy On Demand	September 1, 1987	Satcom IV, tr.24	VideoCipher II	Original Playboy programs and adult motion pictures.	1,300,000
Request Television	November 27, 1985	R-1: Satcom III-R, tr.19 R-2: Satcom III-R, tr.4	VideoCipher II	Two channels offering movies and special events	4,500,000
Tuxxedo Network	December 1, 1987	Galaxy II, tr. 10	VideoCipher II	Adult movies and special events.	504,000
Viewer's Choice	November 26, 1985	VC-1: Galaxy III, tr. 21, VC-2: Galaxy III, tr. 18	VideoCipher II	Two channels of movies and special events	5,000,000

Most believe fiber will replace coaxial

The CABLE POLL

©Midwest CATV & CableVision Magazine

Two out of every three managers believe that fiber optics eventually will replace coaxial cable throughout the distribution network, a surprisingly large percentage that holds whether the question is put to executives at large or small systems, those affiliated with major MSOs or small companies.

According to data from the ©Cable Poll, 67 percent of respondents see fiber as the technology of the future while 28 percent believe coaxial will continue to play some role in signal distribution. But somewhat perplexingly, 74 percent of the same sample said they have no present plans to install fiber optic technology. Three percent of those asked said they already have installed some fiber in their systems, while 21 percent said they plan to install fiber optics in the near future.

The data support present beliefs that fiber initially will be used for supertrunking in large, geographically diverse systems. The percentage of respondents saying they plan soon to install fiber rises from 14 percent at systems serving fewer than 10,000 subs, to 28 percent at systems with between 10,000 and 50,000 subs, to 41 percent at systems with more than 50,000 subscribers.

The ©Cable Poll is a sampling of industry opinion conducted on a regular basis by Ryan/Samples Research Inc. for Midwest CATV and *CableVision* magazine. Telephone interviews for this edition of the poll were conducted March 13-23; a total of 400 interviews were completed using a listing of system management personnel obtained from CableFile. ©Cable Poll researchers are 95 percent confident that the data is accurate within plus or minus 4.9 percentage points.

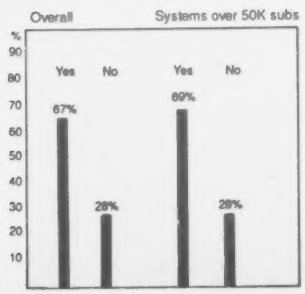
The cost of fiber optics is very much on the minds of managers, with 44 percent of all respondents saying it concerns them "a lot." Twenty-eight percent say cost is of "some" concern, while 28 percent said cost concerns them very little or not at all.

Just as in the question about whether fiber eventually will replace coaxial, the relative concerns about cost deviate little from large to small systems or from large to small MSOs.

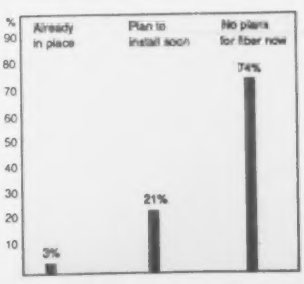
Forty-one percent of the respondents from top 25 MSOs claim that the price tag for implemented fiber is an important concern, compared with 43 percent among those surveyed from other top 100 operators and 47 percent from MSOs below the top 100 ranks. Holding no concerns about cost whatsoever; 16 percent of the respondents from the top 25 and 26-100 MSO brackets, and 19 percent of other operators surveyed.

Other topics to be addressed by the ©Cable Poll include marketing, pay-per-view, cable/telco relationships and system operations. Results will be published in future issues. ■

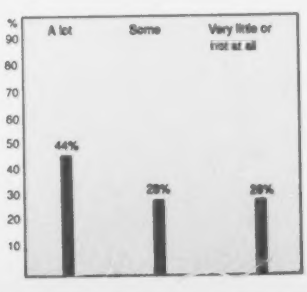
Will fiber eventually replace coax?



What are your present plans for fiber?



How concerned are you with the cost of fiber?



CABLE STATS

Satellite Lineup

Satcom III-R (GE Americom)

	Transponder
BET	20
Cable Radio Network	4
Cinemax (West)	23
CNBC	6
ESPN (Blackout)	7
The Fashion Channel	1
Financial News Network	11
Genesis Storytime	3
HBO (East)	13
Home Shopping Network	22
The Learning Channel	2
Lifetime	17
Network 1 USOA	23
QVC Network	8
Request TV	4,19
Shop Television Network	5
Tempo Sound	6
The Travel Channel	16
Trinity Broadcasting Network	3
Turner Network Television	18
USA Network (West)	10
Vision Interfaith Satellite Network	9

Satcom IV (GE Americom)

	Transponder
Alternate View Network	10
Family Guide Network	24
Family Net	7
The Fashion Channel	14
Home Shopping Network 2	1
Home Sports Entertainment	11
Home Team Sports	22
Madison Square Garden Network	6
Movietime	17
New England Sports Network	13
Nickelodeon (West)	4
Nostalgia Channel	21
The Playboy Channel	24
Playboy On Demand	24
Prevue Guide	8
Prime Ticket	20
The Silent Network	23
SportsChannel America	2,10
SportsChannel Chicago	9
SportsChannel New England	23

Satcom II-R (GE Americom)

	Transponder
WABC	4
WCBS	2
WNBC	12

Satcom I-R (GE Americom)

	Transponder
Digital Cable Radio	15
Home Sports Entertainment	10
KKGO	16
KTLA	16
Netlink USA	2,4,6,12,14,20
Prime Ticket Network	7
Sunshine Network	11
WSBK	2

Westar III (Hughes)

	Transponder
CNN	5

Westar IV (Hughes)

	Transponder
Cable News Network (CNN)	16
International Television Network	10
Telemundo	9

Westar V (Hughes)

	Transponder
Moody Broadcasting Network	7D
Pro-Am Sports System (PASS)	8
Zephyr Weather Information Service	7D

Telstar 303 (AT&T)

	Transponder
American Exxxtasy	19

Galaxy I (Hughes)

	Transponder
Arts & Entertainment Network	12
CBN Cable Network	11
Cinemax (East)	19
CNN	7
Country Music Television	13
The Discovery Channel	22
The Disney Channel (East)	4
(West)	24
Electra	18
ESPN	9
Galavision/Eco	20
HBO (West)	1
Headline News	8
The Inspirational Network	17
The Movie Channel (East)	10
(West)	14
The Nashville Network	2
Prevue Guide	3
Seeburg Adult Contemporary	3
Seeburg Contemporary Instrumental	3
Showtime (East)	5
Showtime (West)	16
Superstation TBS	18
Univision	6
USA Network (East, Central)	21
WGN/EPG	3
WWOR	15

Galaxy III (Hughes)

	Transponder
ACTS Satellite Network	7
Cable Value Network	9
Cable Video Store	5
C-SPAN	24V
C-SPAN II	14V
Eternal Word Television Network	10
Galactic Radio	11
Lifetime	20
The Meadows Racing Network	17
Mind Extension University	11
MTV	17
MTV (West Coast)	18
Nick At Nite	19
Nickelodeon	19
NuStar	12
Video Hits One (VH1)	15
Viewer's Choice	21,16
The Weather Channel	13

Spacenet I (GTE)

	Transponder
RFD TV	23

Spacenet II (GTE)

	Transponder
Channel America	3

Spacenet III (GTE)

	Transponder
KTVT	3
WPIX	5

Note: A company name in parentheses following a service or network designates the transponder owner. Source: International Thomson Communications Inc.

Top 100 MSO's

Rank		Multiple system operator	Basic subs	
	1.	Tele-Communications Inc.	6,200,000	(4/89)
	2.	American Television & Communications Corp.	4,000,000	(3/89)
	3.	Continental Cablevision	2,380,000	(3/89)
(5)	4.	Warner Cable Communications	1,537,000	(3/89)
(4)	5.	Storer Cable Communications	1,530,700	(1/89)
	6.	Cox Cable Communications	1,495,000	(3/89)
	7.	Comcast	1,453,000	(3/89)
	8.	Cablevision Systems Corp.	1,334,601	(3/89)
	9.	UA Cablesystems	1,339,729	(10/88)
	10.	United Cable	1,287,000	(3/89)
	11.	Newhouse Broadcasting	1,130,000	(3/89)
	12.	Jones Spacelink	1,116,430	(3/89)
	13.	Heritage Communications	1,078,085	(12/88)
	14.	Times Mirror Cable TV	997,156	(1/89)
	15.	Viacom Cable	955,000	(4/89)
	16.	Cablevision Industries	911,115	(2/89)
	17.	Sammons Communications	849,287	(2/89)
	18.	Century Communications	792,000	(3/89)
(20)	19.	Cooke Cablevision	728,000	(3/89)
(19)	20.	Adelphia Communications	720,000	(3/89)
	21.	Paragon Communications	703,000	(1/89)
	22.	Falcon Cable TV	632,500	(3/89)
	23.	Centel Cable	582,623	(1/89)
	24.	Telecable	570,000	(1/89)
	25.	WestMarc Communications	551,386	(3/89)
	26.	KBLCOM	548,400	(3/89)
	27.	Scripps-Howard	531,000	(3/89)
	28.	Multivision Cable TV	481,000	(1/89)
	29.	Tele-Media	464,576	(1/89)
	30.	Prime Cable	455,123	(12/88)
	31.	Post-Newsweek Cable	400,000	(1/89)
	32.	Lenfest Group	358,524	(3/89)
	33.	TCA Group	348,000	(3/89)
	34.	Maclean Hunter Cable TV	331,599	(12/88)
(36)	35.	Rifkin & Associates	321,500	(3/89)
(35)	36.	Multimedia Cablevision	304,000	(3/89)
	37.	Colony Communications	310,100	(3/89)
	38.	TKR Cable	268,195	(12/88)
	39.	Western Communications	264,900	(3/89)
(42)	40.	Cencom Cable	254,235	(3/89)
(40)	41.	Star Cablevision Group	254,000	(1/89)
(41)	42.	Simmons Communications	246,690	(1/89)
	43.	Communications Service Inc.	228,526	(12/88)
	44.	Hauser Communications	226,000	(1/89)
	45.	Service Electric Cable TV Inc.	220,000	(8/88)
	46.	Greater Media	185,800	(3/89)
(48)	47.	Harron Communications	177,700	(3/89)
(47)	48.	Media General	172,900	(3/89)
(50)	49.	Columbia International	168,500	(3/89)
(51)	50.	Palmer Communications	167,171	(3/89)
(49)	51.	Sutton Capital	167,000	(12/88)
(53)	52.	Insight Communications	155,300	(3/89)
(52)	53.	U.S. Cable Corp	154,300	(3/89)
	54.	Armstrong Utilities	151,800	(3/89)
	55.	King Videocable	141,158	(1/89)
	56.	Triax Communications	141,000	(6/88)
(59)	57.	Summit Communications	136,600	(3/89)
(57)	58.	Cable Systems USA	133,959	(12/88)
(58)	59.	Northland Communications	133,602	(12/88)
	60.	Bresnan Communications	127,351	(1/89)
	61.	Booth Communications	119,000	(1/89)
	62.	Sonic Communications	118,000	(12/88)
	63.	McDonald Group	114,900	(1/89)
	64.	Susquehanna Broadcasting	112,205	(12/88)
	65.	United Video Management	106,000	(3/89)
	66.	Midcontinent Cable Systems Co.	102,672	(8/88)
	67.	Pencor Services	96,678	(12/88)
	68.	First Carolina Communications	96,000	(1/89)
	69.	WEHCO Video	91,000	(1/89)
	70.	Omega Communications	90,500	(3/88)
	71.	Selkirk Communications	77,500	(3/89)
	72.	Coaxial Communications	77,000	(3/89)
	73.	Gilbert Media	72,000	(12/88)
(77)	74.	James Cable Partners	69,900	(3/89)
	75.	Douglas Communications	64,100	(3/89)
(81)	76.	Barden Cablevision	60,900	(3/89)
(76)	77.	Cardinal Comunications	58,900	(12/88)
(79)	78.	Prestige Cable TV Inc.	57,500	(3/89)
(78)	79.	Hearst Communications Of California	57,410	(12/88)
	80.	C-TEC Cable Systems	56,250	(12/88)
(83)	81.	State Cable TV	54,500	(12/88)
	82.	Joseph Gans Cable TV	54,000	(12/88)
(84)	83.	Pagnotti Inc.	52,590	(12/88)
(85)	84.	Telesat Cablevision Inc.	52,590	(12/88)
(86)	85.	Bachow & Elkin Communications	51,700	(1/89)
(88)	86.	Galaxy Cablevision	51,700	(3/89)
	87.	Leonard Communications	51,700	(12/88)
(89)	88.	Helicon Corp.	50,000	(3/88)
(90)	89.	New England Cablevision	48,800	(1/89)
(91)	90.	Rock Associates	47,500	(3/89)
(92)	91.	Donrey Media Group	47,500	(3/89)
(99)	92.	Cable Holdings Inc.	41,800	(3/89)
	93.	CableSouth Inc.	41,537	(12/88)
	94.	Eastern Connecticut Cable TV	41,444	(9/88)
	95.	CableAmerica	41,000	(1/89)
	96.	Fanch Communications	41,000	(11/88)
	97.	Acton Corp.	40,400	(3/89)
	98.	Star Cable Associates	40,000	(12/88)
(new)	99.	Fairbanks Communications	36,000	(3/89)
	100.	ParCable	35,210	(12/88)

( ) **Rank last listing**

Subscriber counts are provided by MSOs and systems to Cable Vision. *Figures will be updated quarterly unless information is provided by MSOs or systems. Send updates to Cable Stats, 432 Park Avenue So., Suite 1010, New York, NY 10016.*

Top 100 Systems

Rank	Location	Operator	Basic subs	
1.	Woodbury (Long Island), NY	Cablevision Systems Corp.	455,643	(3/89)
2.	San Diego, CA	Cox Cable	300,000	(4/89)
3.	Orlando/Melbourne, FL	ATC	298,000	(2/89)
4.	Manhattan, NY	ATC	225,000	(12/88)
5.	San Antonio, TX	Rogers Cablesystems	221,894	(12/87)
6.	East Orange, NJ	Maclean Hunter	203,117	(5/88)
7.	Puget Sound, WA	Viacom	203,000	(6/88)
8.	Phoenix, AZ	Times Mirror	200,000	(10/88)
9.	Houston, TX	Warner	196,800	(1/89)
10.	Honolulu, HI	ATC	194,000	(3/88)
11.	Chicago (suburbs), Il	Continental	177,208	(2/89)
12.	Hartford/Plainville/Vernon, CT	United	172,289	(5/88)
13.	Wayne, NY	UA Cablesystems	169,953	(2/89)
14.	Louisville/Jeff. Co., KY	Storer Communications	163,722	(5/88)
15.	Cleveland (suburbs), OH	Cablevision Systems	164,353	(3/89)
16.	Cincinnati, OH	Warner	163,552	(1/89)
17.	Rochester, NY	ATC	163,000	(10/88)
18.	Cherry Hills, NJ	NYT	162,000	(1/89)
19.	Denver (suburbs), CO	United	161,002	(5/88)
20.	Hampton Roads, VA	Cox Cable	158,003	(3/88)
21.	Fairfax, VA	Media General	157,000	(11/88)
22.	Tulsa, OK	United	153,954	(12/88)
23.	Connecticut Complex	Cablevision Systems	153,659	(3/89)
24.	Atlanta, GA	Prime Cable	153,557	(3/88)
25.	Jacksonville, FL	Continental Cablevision	153,000	(4/88)
26.	Kansas City, MO	ATC	147,000	(2/89)
27.	San Jose/Campbell, CA	Heritage	140,000	(1/89)
28.	Memphis/W. Memphis, TN	ATC	140,000	12/88)
29.	Charlotte, NC	ATC	139,000	(12/88)
30.	Pompano, FL	Continental	136,793	(2/89)
31.	Baltimore County, MD	Comcast	136,096	(6/88)
32.	Manhattan, NY	Paragon	136,000	(4/88)
33.	Buffalo, NY	Adelphia Communications	132,801	(3/88)
34.	St. Louis, MO	Cencom	132,605	(2/89)
35.	San Diego, CA	ATC	132,000	(12/88)
36.	Martin/Stuart Co, FL	Centel	126,034	(1/89)
37.	San Francisco, CA	Viacom	123,000	(6/88)
38.	Seattle, WA	TCI	120,518	(1/89)
39.	Austin, TX	ATC	120,000	(12/88)
40.	Warren, NJ	TKR	116,174	(2/89)
41.	Toledo, OH	Blade Communications	108,861	(5/88)
42.	Dallas, TX	Heritage	107,680	(5/88)
43.	San Juan, PR	Multivision Cable	106,450	(12/88)
44.	Chicago Suburbs, IL	Centel	106,321	(1/89)
45.	Southeast Michigan	Comcast	104,803	(6/88)
46.	Raleigh/Durham, NC	ATC	104,000	(12/88)
47.	Grand Rapids, MI	UA Cablesystems	103,661	(6/88)
48.	Wilmington, DE	Heritage	103,255	(5/88)
49.	Jefferson Parish/Kenner, LA	Cox Cable	101,919	(3/88)
50.	Pinellas County, FL	Newhouse	100,614	(6/88)
51.	Naples, FL	Palmer	100,524	(2/89)
52.	Hillsborough/Tampa, FL	Paragon	100,281	(2/89)
53.	Boston, MA	Cablevision Systems	100,267	(3/89)
54.	Brooklyn/Queens, NY	Warner	100,000	(1/89)
55.	Richmond, VA	Continental	97,935	(1/89)
56.	Tacoma, WA	Viacom	99,000	(6/88)
57.	Indianapolis, IN	Comcast	97,790	(6/88)
58.	Pittsburgh	TCI	96,712	(1/89)
59.	Escondido, CA	Times Mirror	96,519	(4/88)
60.	Jackson, MS	ATC	96,000	(12/88)
61.	St. Petersburg, FL	Paragon	95,412	(2/89)
62.	Dade/Broward County, FL	Storer	94,577	(5/88)
63.	Worcester Complex, MA	Greater Media	92,148	(12/88)
64.	Greensboro, NC	ATC	91,000	(12/88)
65.	Nashville, TN	Viacom	90,000	(6/88)
66.	Chicago, IL	Group W	89,500	(7/88)
67.	Milwaukee, WI	Warner	88,126	(5/88)
68.	Wichita, KS	Multimedia	87,351	(1/89)
69.	Las Vegas, NV	Prime Cable	86,852	(5/88)
70.	Orange County, CA	Times Mirror	86,607	(4/88)
71.	Dover/Morristown, NJ	Sammons	82,871	(5/88)
72.	Portland, OR	Rogers	82,587	(6/88)
73.	Harrisburg, PA	Sammons Communications	82,334	(5/88)
74.	Fresno, CA	Continental	82,103	(12/88)
75.	Fayetteville, NC	ATC	82,000	(12/88)
76.	Orange County	Rogers	81,604	(1/89)
77.	South Bend, IN	Heritage	80,776	(5/88)
78.	Oakland County, MI	United	80,564	(5/88)
79.	New Orleans, LA	Cox Cable	80,348	(3/88)
80.	Indianapolis, IN	ATC	80,000	(12/88)
81.	Independence,MO	Jones	79,897	(11/88)
82.	Baton Rouge, LA	UA Cablesystems	79,586	(4/88)
83.	Albuquerque, NM	Jones Intercable	79,199	(10/88)
84.	Akron, OH	Warner	79,070	(5/88)
85.	Columbus, OH	Warner	78,454	(5/88)
86.	Allentown, PA	Service Electric	78,000	(12/88)
87.	St. Petersburg, FL	Paragon	78,000	(4/88)
88.	Medford Complex Boston Suburbs, MA	Warner	77,167	(5/88)
89.	South Texas, TX	Heritage	77,160	(5/88)
90.	Pleasant Hill, CA	WestMarc	73,822	(3/89)
91.	Providence/Warwick, RI	Times Mirror	73,605	(5/88)
92.	Omaha, NE	Cox Cable	73,361	(3/88)
93.	Flint, MI	Comcast	72,923	(6/88)
94.	Little Ruck, AR	Storer	72,681	(5/88)
95.	Ocean County, NJ	Adelphia	72,355	(3/88)
96.	W. San Fernando Va, CA	CV Industries	72,164	(2/89)
97.	Lincoln, RI	Heritage	71,625	(5/88)
98.	Santa Monica, CA	Century	71,000	(2/89)
99.	Oklahoma City, OK	Cox Cable	70,371	(3/89)
100.	Des Moines, IA	Heritage	70,148	(5/88)